

Communications Analytics



Project Title	Communications Analytics
Project Summary	The USGS is looking for an intern to measure and analyze the effectiveness of different communications channels, including news, congressional outreach, and web and social media.
Country	United States
Agency	Geological Survey
DoS Office	N/A
Post	N/A
Section	N/A
Number of Interns	1

Project Description

Do you have a knack for measuring communications campaigns? Can you translate raw analytics data into actionable intel? If so, the USGS has the perfect opportunity for you. The Office of Communications and Publishing is looking for an intern to measure and analyze the effectiveness of different communications products, including news, congressional outreach, and web and social media. We'll use the reports you create to improve how we communicate with the media, with congress, and with the public. In this role, you'll get to work with our stakeholders and with people across the office to develop a plan for measuring how we're currently doing while also providing recommendations for improvement.

Desired Skills Interests

Additional Information

The U.S. Geological Survey, as the nation's premier Earth science agency, conducts objective research to help inform policy makers, resource managers, and the American people. We're part of the Department of the Interior and we work with land managers, states, cities, tribes, and everyone in between. Our work spans all 50

states and stretches across the globe.

Language Requirements

None